

Hand sketch examples below to demonstrate your understanding of the elements and principles of design. You will need this understanding to complete all other projects

The **Elements of Design** create every object around us; designers must master these elements and format them within the principles of design.

	<p>Line A line is defined as a mark with length and direction, created by a point that moves across a surface. A line can vary in length, width, direction, curvature, and colour.</p>
	<p>Shape A flat figure, shape is created when actual or implied lines meet to surround a space. A change in colour or shading can define a shape.</p>
	<p>Size This refers to variations in the proportions of objects, lines or shapes.</p>
	<p>Colour Colour is the perceived character of a surface according to the wavelength of light reflected from it.</p>
	<p>Texture Texture is the way a surface feels (actual texture) or how it may look (implied texture).</p>
	<p>Value Value is how dark or how light something looks. We achieve value changes in colour by adding black or white to the colour.</p>

The **Principles of Design** suggest pleasing ways of arranging the elements of design on a page.

	<p>Balance Balance is a feeling of visual equality in shape, form, value, colour, etc. Balance can be symmetrical (evenly balanced) or asymmetrical (un-evenly balanced).</p>
	<p>Contrast Contrast is the juxtaposition of opposing elements</p>
	<p>Emphasis Emphasis is used to make certain parts of their artwork stand out and grab your attention. The center of interest or focal point is the place a work draws your eye to first.</p>
	<p>Proportion Proportion describes the size, location or amount of one thing compared to another.</p>
	<p>Pattern Pattern is created by repeating an element (line, shape or colour) over and over again.</p>
	<p>Gradation Gradation of size and direction produce linear perspective. Gradation can add interest and movement to a shape. A gradation from dark to light will cause the eye to move along a shape.</p>